

PTO/SB/088 (08-03)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Institute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	09/807,887
Filing Date	19 APRIL 2001
First Named Inventor	ELDERING, CHARLES A.
Art Unit	2161
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

Sheet 1

of 1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
FC	CL	RASKUTTI, et al., "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5th Int'l Conference on User Modeling, Kaluna-Kona, HI, USA, 2-5 January, 1996.	

Examiner Signature	<i>Frank Coby</i>	Date Considered	09/23/05
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

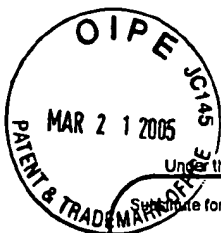
¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

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04-21-05

03-17-05



PTO/SB/08B (08-03)

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Sheet	2	of	2
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Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
FE	CJ	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166.	
FE	CK	ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	

Examiner Signature	<i>Arantz Cobay</i>	Date Considered	9/23/05
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U. S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

**Examiner
Signature**

Date
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9/23/05

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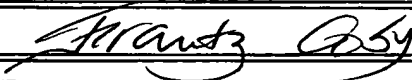
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09/21/04



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18
Stylesheet Version v18.0

Title of Invention	Consumer Profiling and Advertising Selection System						
Application Number: 09/807887							
Confirmation Number: 5900							
First Named Applicant: Charles Eldering							
Attorney Docket Number: T706-11					RECEIVED		
Art Unit: 2171					AUG 26 2004		
Examiner: Patrick JD Santos					Technology Center 2100		
Search string: (5754939 or 6216129 or 6298348 or 6560578 or 5661516).pn.							
US Patent Documents							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
PC	1	5754939	1998-05-01	HERZ			
PC	2	6216129	2001-04-01	ELDERING			
PC	3	6298348	2001-10-01	ELDERING			
PC	4	6560578	2003-05-01	ELDERING			
PC	5	5661516	1997-08-01	CARLES			
Signature							
Examiner Name				Date			
				9/23/05			

07/22/04



PTO/SB/088 (08-03)

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Sheet 2

of

2

Application Number

09/807,887

Filing Date

19 APR 2001

First Named Inventor

ELDERING

Art Unit

2171

Examiner Name

SANTOS, PATRICK JD

Attorney Docket Number

T706-11

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FC	CG	GALLAGHER et al A Framework for Targeting Banner Advertising on the Internet, System Sciences, January 1997, Proceedings of the 30th Hawaii International Conference. Vol 4. pages 265-274.	
FC	CH	MCCANDLESS. Web Advertising, IEEE Intelligent Systems. June 1998. Vol. 13. pages 8-9	
FC	CI	CHANG et al. In Exchange for Consumer Information on the Internet: The Economics and Issues. System Sciences, January 1998., Proceedings of the 31st Hawaii International Conference. Vol 4. pages 533-542.	

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Technology Center 2100

Examiner Signature	<i>Frank Coby</i>	Date Considered	9/23/05
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07/22/04

ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18
Stylesheet Version v18.0

Title of
Invention

Consumer Profiling and Advertisement Selection System

Application Number: 09/807887

Confirmation Number: 5900

First Named Applicant: Charles Eldering

Attorney Docket Number: T706-11

Art Unit: 2171

Examiner: Patrick JD Santos

Search string: (5724521 or 5761662 or 5978799 or 5604542
or 6009410 or 6038591 or 5848396 or
5933811).pn.



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US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
PC	1	5724521	1998-03-03	DEDRICK			
PC	2	5761662	1998-06-02	DASAN			
PC	3	5978799	1999-11-02	HIRSCH			
PC	4	5604542	1997-02-18	DEDRICK			
PC	5	6009410	1999-12-28	LEMOLE			
PC	6	6038591	2000-03-14	WOLFE			
PC	7	5848396	1998-12-08	GERACE			
PC	8	5933811	1999-08-03	ANGLES			

Signature

Examiner Name

Date

Franky Coby

09/23/05

Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE

PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T706-11

APPLN NO.

09/807,887

INFORMATION DISCLOSURE CITATION

APPLICANT

ELDERING

FILING DATE

19 APRIL 2001

GROUP

2152

(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FC	AFF	4	9	7	2	5	0	4	11/90	Daniel, Jr. et al.	455	2	
FC	AGG	5	2	0	1	0	1	0	04/93	Deaton et al.	382	7	
FC	AHH	5	2	3	7	6	2	0	08/93	Deaton et al.	382	7	
FC	AII	5	3	0	5	1	9	6	04/94	Deaton et al.	364	401	
FC	AJJ	5	3	1	5	0	9	3	05/94	Stewart	235	381	
FC	AKK	5	3	2	7	5	0	8	07/94	Deaton et al.	382	7	
FC	ALL	5	3	3	1	5	4	4	07/94	Deaton et al.	364	401	
FC	AMM	5	3	8	8	1	6	5	02/95	Deaton et al.	382	7	
FC	ANN	5	4	3	0	6	4	4	07/95	Deaton et al.	364	401	
FC	AOO	5	4	4	8	4	7	1	09/95	Deaton et al.	364	401	
FC	APP	5	5	5	9	5	4	9	09/96	Hendricks et al.	348	6	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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FC	BL	9	4	2	3	3	8	3	10/94	WO				
FC	BM	9	7	2	6	6	1	2	07/97	WO				
FC	BN	9	8	3	4	1	8	9	08/98	WO				
FC	BO	9	9	6	5	2	3	7	12/99	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FL	AQQ	5	6	2	1	8	1	2	04/97	Deaton et al.	382	100	
FL	ARR	5	6	3	8	4	5	7	06/97	Deaton et al.	382	100	
FL	ASS	5	6	4	2	4	8	5	06/97	Deaton et al.	395	214	
FL	ATT	5	6	4	4	7	2	3	07/97	Deaton et al.	395	214	
FL	AUU	5	6	4	9	1	1	4	07/97	Deaton et al.	395	214	
FL	AVV	5	6	5	9	4	6	9	08/97	Deaton et al.	395	214	
FL	AWW	5	7	6	1	6	6	2	06/98	Dasan	707	10	
FL	AXX	5	9	7	0	4	6	9	10/99	Scroggie et al.	705	14	
FL	AYY	5	9	7	4	3	9	6	10/99	Anderson et al.	705	10	
FL	AZZ	5	6	7	5	6	6	2	10/97	Deaton et al.	382	137	
FL	A1A	5	9	9	1	7	3	5	11/99	Gerace	705	10	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO

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EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
RE	A1B	6	0	0	5	5	9	7	12/99	Barrett et al.	348	1	
RE	A1C	6	0	1	4	6	3	4	01/00	Scroggie et al.	705	14	
RE	A1D	6	0	2	6	3	7	0	02/00	Jermyn	705	14	
RE	A1E	6	0	5	5	5	7	3	04/00	Gardenswartz et al.	709	224	
RE	A1F	6	1	0	8	6	3	7	08/00	Blumenau	705	7	
RE	A1G	6	1	3	4	5	3	2	10/00	Lazarus et al.	705	14	
RE	A1H	6	1	6	0	9	8	9	12/00	Hendricks et al.	455	4.2	
RE	A1I	6	1	8	5	5	4	1	02/01	Scroggie et al.	705	14	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO

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Arantz Gby


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09/807887

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19 APR 2001

Form PTO-1449 (REV. 8-83)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. T706-11	INT. APPLN NO. PCT/US99/28628
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)			APPLICANT ELDERING	
			INT. FILING DATE 02 DEC 1999	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

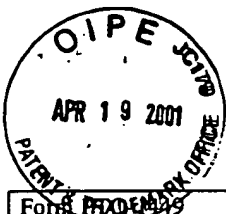
EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FL	AA	4	5	4	6	3	8	2	10/85	McKenna et al.	358	84	
FL	AB	4	8	8	3	3	0	8	05/89	Humble	235	383	
FL	AC	5	1	2	8	7	5	2	07/92	Von Kohorn	358	84	
FL	AD	5	1	5	5	5	9	1	10/92	Wachob	358	86	
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FL	AJ	5	2	8	5	2	7	8	02/94	Holman	358	142	
FL	AK	5	4	1	0	3	4	4	04/95	Graves et al.	348	1	
FL	AL	5	4	4	6	9	1	9	08/95	Wilkins	455	6.2	
FL	AM	5	5	1	5	0	9	8	05/96	Carles	348	8	

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FL	BB	9	7	4	1	6	7	3	11/97	WO				
FL	BC	9	8	2	1	8	7	7	05/98	WO				
FL	BD	9	8	2	8	9	0	6	07/98	WO				
FL	BE	9	9	0	1	9	8	4	01/99	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

FL	CA	Product literature, Aptex Software Inc., "SelectCast for Commerce Servers," printed from http://www.aptex.com/products-selectcast-commerce.htm on 06/30/98; 9pp.
FL	CB	Product literature, DoubleClick, "Dynamic Advertising Reporting and Targeting (DART)," printed from http://www.doubleclick.net/dart on 06/19/98; 16pp.
FL	CC	Product literature, Imgis, "Ad Force," printed from http://www.starpt.com/core on 06/30/98; 5pp.
FL	CD	Product Literature, AdForce, "AdForce Strategic Partners", printed from http://www.adforce.com/home/cust3_part.htm on 03/27/00; 2pp.
FL	CE	Press Release, AdForce, "AdForce Introduces AdForce Everywhere: Advertising, Marketing & Promotions Wherever a Digital Signal Can Be Sent", printed from http://biz.yahoo.com/bw/000327/ca_adforce_1.htm on 03/27/00; 3pp.
FL	CF	IEEE Paper, "Netvertising: content-based subgeneric variations in a digital genre" by Fortanet, I., Palmer, J. and Posteguillo, S. 06/98, 12pp.

EXAMINER <i>Arantz Coby</i>	DATE CONSIDERED <i>09/23/05</i>
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JUL 19 2001 Rec'd PCT/PTO 19 APR 2001

Form PTO 449 (REV. 8-83)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. T706-11	INT. APPLN NO. PCT/US99/28628
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)		APPLICANT ELDERING	
		INT. FILING DATE 02 DEC 1999	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FC	AN	5	5	9	2	5	6	0	01/97	Deaton et al	382	100	
FC	AO	5	6	1	9	7	0	9	04/97	Caid et al	395	794	
FC	AP	5	6	8	7	3	2	2	11/97	Deaton et al	395	214	
FC	AQ	5	7	5	8	2	5	9	05/98	Lawler	455	5.1	
FC	AR	5	7	6	1	6	0	1	06/98	Nemirofsky et al	455	3.1	
FC	AS	5	7	7	4	1	7	0	06/98	Hite et al	348	9	
FC	AT	5	7	7	4	8	6	8	06/98	Cragun et al	705	10	
FC	AU	5	7	9	4	2	1	0	08/98	Goldhaber et al	705	14	
FC	AV	5	8	3	2	4	5	7	11/98	O'Brien et al	705	14	
FC	AW	5	9	4	8	0	6	1	09/99	Merriman et al	709	219	
FC	AX	5	9	7	4	3	9	9	10/99	Giuliani et al	705	14	

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													YES	NO
FC	BF	9	9	0	4	5	6	1	01/99	WO				
FC	BG	9	9	4	4	1	5	9	09/99	WO				
FC	BH	0	0	0	8	8	0	2	02/00	WO				
FC	BI	0	0	1	4	9	5	1	03/00	WO				
FC	BJ	0	0	3	3	2	2	4	06/00	WO				

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		INT. FILING DATE 02 DEC 1999	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

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FL	AY	5	9	7	7	9	6	4	11/99	Williams et al	345	327	
FL	AX	6	0	1	2	0	5	1	01/00	Sammon, Jr. et al	706	52	
FL	AAA	6	0	2	0	8	8	3	02/00	Herz et al	345	327	
FL	ABB	6	0	3	5	2	8	0	03/00	Christensen	705	14	
FL	ACC	6	0	8	8	7	2	2	07/00	Herz et al	709	217	
FL	ADD	6	1	1	9	0	9	8	09/00	Guyot et al	705	14	
FL	AEE	6	1	7	7	9	3	1	01/01	Alexander et al	345	327	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
FL	BK	0	0	5	4	5	0	4	09/00	WO				


OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER <i>Prantz Gby</i>	DATE CONSIDERED <i>9/23/05</i>
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Consumer Profiling and advertisement selection system						
<p>Application Number : 09/807887 </p> <p>Confirmation Number: 5900</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T706-11</p> <p>Art Unit: 2161</p> <p>Examiner: Patrick JD Santos</p> <p>Search string: (5796952 or 6643696 or 20020099812).pn</p>							
US Patent Documents							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FC	1	5796952	1998-08-18	DAVIS			
FC	2	6643696	2003-11-04	DAVIS			
US Published Applications							
Note: Applicant is not required to submit a paper copy of cited US Published Applications							
init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
FC	1	20020099812	2002-07-25	DAVIS			
Signature							
Examiner Name				Date			
<i>Grantz Coby</i>				<i>9/28/05</i>			